

ASPIRA, INC. OF NEW JERSEY
BOARD OF DIRECTORS

Memorandum

TO: Noemi Velasquez
Chairperson

FROM: Jorge S. Cruz
Vice Chair for Development

DATE: January 22, 1997

SUBJECT: Development Plan

Pursuant to your request, enclosed, please find the supplemental information essential for the development component of our overall strategic plan. I apologize for the delay of the disclosure of said information.

Please note that the enclosed narrative is designed to supplement, not supplant, our existing plans.

Any questions, please contact me at 201-489-1345. Thank you.

jsc

enclosure

xc: Roberto Del Rios
Board Members
Anandi Kimmel

ASPIRA, Inc. of New Jersey

Supplemental Goals and Objectives to Development Component of Strategic Plan

1. *Identify and generate revenues to adequately subsidize operating expenses.*
 - a. Conduct thorough revenue need assessment and fund development capacity, including calculation of operating expenses for each service site. Enhance accuracy of projected budget expenses.
 - b. Analyze quantity of personnel and duties/tasks allocation of staff and volunteers, including the board, and corresponding impact on fund development. Increase involvement of each service site.
 - c. Expand existing funding base. In particular, solicit more funding from service area municipalities and school districts.
 - d. Pursue nontraditional/alternative funding, i.e., economic development funding, environmental education, law enforcement/crime prevention, housing, etc. This particular objective would require significant program/services expansion and/or adjustment. Specific alternative funding includes:
 - Payroll deduction program with certain corporations.
 - Special legislative appropriation
 - Involvement in Urban Coordinating Council(UCC) effort coordinated by Governor's Office to avail organization to UCC-related funding
 - Applying for Urban Enterprise Zone(UEZ) funds to implement job training/readiness programs. Also seek to obtain UEZ funds for capital improvements to building.
 - Solicit service organizations, i.e., Knights of Columbus, Rotary Clubs, etc.
 - Request for special fundraising campaigns with certain corporations. For example, for a ten-month time period, PSE&G will dedicate 2% of installation fees for new customers to ASPIRA.
 - e. Utilize students in fundraising.
2. *Increase self-supporting revenues. Seek to achieve 20% of total annual operating expenses.*
 - a. Designate certain board members to provide fee-based professional services to other organizations.

- b. Develop certain documents for distribution and reselling.
- c. Involve ourselves in low-risk retailing, i.e., shirts, food products, etc.
- d. Dramatically increase individual contributions campaign.

3. *Develop more intensive and consistent marketing/public relations plan.*

- a. Increase print and electronic media exposure via press releases, etc.
- b. Increase advocacy efforts.
- c. Request newspaper to identify ASPIRA for targeted fundraising, e.g., Star-Ledger Clean Air Fund.